

OVERSEAS VISITORS TO UTAH SUMMARY - 1997-1999*

Utah Division of Travel Development

DEMOGRAPHICS

AGE (years)

Average Age (mean)	42.2
18-34 Years	34%
35-54 Years	48%
55+ Years	18%

HOUSEHOLD INCOME (\$US)

Average HH Income	\$72,800
< \$40,000	27%
\$40,000 - \$80,000	39%
\$80,000 - \$120,000	19%
\$120,000+	15%

PARTY COMPOSITION

Avg. Travel Party (mean)	1.9
Spouse	37%
Family/Relatives	34%
Traveling Alone	21%
Friends	15%
Business Associates	6%
Group Tour	5%
Adults Only	90%
Adults and Children	10%

GENDER

Men	68%
Women	32%

FREQUENT TRAVELERS

Repeat Visitor to the U.S.	68%
U.S. Trips last 12 Months	1.6
U.S. Trips last 5 Years	4.0
1 Trip	41%
2 - 5 Trips	41%
5+ Trips	18%

ORIGIN MARKETS (1999 only)

Germany	23%
France	16%
U.K.	11%
Benelux	10%
Japan	8%
Italy	6%
Switzerland	5%
Oceania	4%
Scandinavia	3%
South America	3%

PORT OF ENTRY

Los Angeles	26%
San Francisco	15%
New York	10%
Chicago	8%
Detroit	4%
Cincinnati	4%

TRAVEL PATTERNS

ADVANCE TRIP PLANNING

Advance Trip Decision	120 Days
Advance Air Reservations	77 Days
Use of Pre-Booked Lodging	66%

USE OF PACKAGES

YES	30%
Air/Lodging	18%
Guided Tour	15%
Air/Rental Car	12%
Air/Lodging/Tour	9%
Air/Lodging/Rental Car	8%
Air/Lodging/Bus	7%
Air/Lodging/Bus/Tour	6%
Advance Package Booking	93 Days
# of Nights Pre-paid as Part of a Package	12.8

INFORMATION SOURCES

Travel Agency	65%
Travel Guides	25%
Friends/Relatives	24%
State/City Travel Office	15%
Personal Computer	12%
Airlines Directly	11%
Tour Company	9%
Newspapers/Magazines	9%
Other	10%

EXPENDITURES

Avg. Spending Per-Visitor-Per-Day (mean)	\$81
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ACCOMMODATIONS

Hotel/Motel	76%
Private Home	13%
Other	14%

TRANSPORTATION IN U.S.

Rented Auto	58%
Airlines in U.S.	40%
Taxi/Cab/Limousine	27%
Company or Private Auto	23%
City Subway/Tram/Bus	17%

LENGTH OF STAY

# of Nights In Utah (mean)	5.7
# of Nights in US (mean)	23.5

UTAH DESTINATIONS VISITED

Salt Lake City	32%
Bryce Canyon N.P.	25%
Zion N.P.	13%
Monument Valley	12%
Glen Canyon	5%

PURPOSE/ACTIVITIES

PURPOSE OF TRIP

Leisure & VFR	81%
Leisure/Rec./Holidays	70%
Visit Friends/Relatives	10%
Other	1%
Business & Convention	19%
Business/Professional	13%
Convention/Conference	5%
Study/Teaching	2%

OTHER DESTINATIONS VISITED

# of States Visited	3.8
# of Destinations Visited	5.3
California	70%
San Francisco	42%
Los Angeles	40%
Yosemite N.P.	13%
San Diego	11%
Nevada	58%
Las Vegas	53%
Arizona	55%
Grand Canyon N.P.	32%
Phoenix	10%
Colorado	12%
Wyoming	12%
Yellowstone N.P.	9%

LEISURE ACTIVITIES

Shopping	86%
Dining in Restaurants	81%
Visit National Parks	78%
Sightseeing in Cities	58%
Visit Historic Places	55%
Touring Countryside	54%
Visit Small Towns	51%
Amusement/Theme Parks	46%
Casinos/Gambling	45%
Cultural or Heritage Sites	38%
Visit Am. Indian Comm.	32%
Guided Tours	26%
Art Gallery/Museum	24%
Water Sports/Sunbathing	22%
Camping/Hiking	21%
Concert/Play/Musical	13%
Environ./Eco Excursions	11%
Nightclubs/Dancing	9%
Attend Sports Event	7%
Snow Skiing	6%
Golfing/Tennis	5%
Cruises	4%
Ranch Vacations	2%
Hunting/Fishing	2%

VISITATION VOLUME (1999 only)

Total Int'l. Visitation (000s)	700
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*SOURCE: U.S. Department of Commerce, ITA/Tourism Industries